



Fall Meeting Agenda

Wednesday November 1, 2017 | Starting at 8:30 AM
Holiday Inn | 1068 Williston Road South Burlington, VT
Register online at: [VSFAFALL2017.eventbrite.com](https://www.eventbrite.com/e/vsfa-fall-2017-tickets-35284812111)

Register On 

8:30 AM REGISTRATION & NETWORKING

9:00 AM **VT Attorney General's Office: Here to Help**

Presented by Vermont Attorney General TJ Donovan

Attorney General TJ Donovan has launched a new initiative to help small businesses understand and comply with Vermont law, solve problems and connect to resources, and navigate State government. He'll also raise awareness of the Vermont Security Breach Notice Act and the Vermont Origins rule.

9:45 AM **Strategic E-commerce Building Blocks**

Presented by Mark Elvidge - President & CEO of Vermont Nut Free Chocolates, Walter Warren - Co-Owner of Potlicker Kitchen and Rob Ouellette - Associate eCommerce Manager of Vermont Smoke & Cure

Hear from a resident Amazon expert on the steps involved in setting up an Amazon seller's account. Gain a better understanding of Facebook advertising and email campaigns and find out how to get started with Google Adwords to drive customers to your website using pay-per-click advertising.

10:30 AM NETWORKING BREAK with remarks from VSFA Event Sponsors

11:00 AM **Your Guide to Intellectual Property**

Presented by Michael J. Wasco - Director at Paul Frank + Collins

Intellectual property (IP) protection in the food sector is no different, and no less valuable, than in any other industry. Businesses that address their IP early and maintain awareness of IP as their business grows not only acquire some valuable assets for their company, but may also avoid costly problems down the road. In this presentation, we'll talk through some of the top IP considerations in the food sector and how best to strategically protect these assets now and in the future.

11:45 AM **2018 Summer Fancy Food Show Update**

Presented by Erin Sigrist - President of Vermont Specialty Food Association

SFA Fancy Food Show tips and tricks, including suggestions on booth etiquette. We will also explore ideas and take suggestions for the 2019 Summer Fancy Food Show Vermont layout.

12:00 PM **LUNCHEON: THE NEW OLD WAY OF EATING**

Presented by Greg Lofts - Deputy Food Editor of Martha Stewart Living Magazine

The slow food movement in America, pioneered by activists like Alice Waters in the 1970s, has now reached critical mass. More than ever consumers are choosing to buy products from small-scale quality producers that preserve local food traditions and protect biodiversity. Even as populations continue to expand in urban centers and contract in rural communities, homesteading traditions are undergoing a remarkable renaissance. From urban backyard chicken coops and composting to rooftop bee keeping and edible gardens, consumers are engaging more in the process of growing, gathering and preparing the food they eat. *History may not repeat itself but it often rhymes. What's old is new again.*

1:00 PM **Diving Deeper into Distribution**

Presented by Sean Buchanan - Director of Black River Produce, Rory Treat - Director of Merchandising for Chex Finer Foods, Don Maynard - Owner of Farm Connex formerly known as D&S Distributors

Do you understand some of the common disruptions in distribution? Is your business ready to self distribute or does it need assistance? What do you do when issues arrive with sourcing products, ingredients or warehouse space? Have these questions and more answered by our panel.

1:45 PM **Update on the implementation of the Food Safety Modernization Act (FSMA)**

Presented by Omar Oyarzabal, PhD - Associate Professor of Food Safety at University of Vermont, Extension

This presentation will review the latest information about the implementation for FSMA regulations related to the preventive control for human food and foreign supplier verification program regulations.

2:30 PM

CLOSING REMARKS & NETWORKING RECEPTION

All attendees will receive 1 complimentary beverage ticket compliments of Graham Packaging Company!

Sponsorship:

Show your support of VSFA and the educational and networking opportunity that our annual events offer by being a sponsor. Request a list of sponsor levels by contacting Heather@vtrga.org. The sooner you confirm your sponsorship level the sooner we are able to give you recognition in our online and printed promotions.

Promotions & Donations:

Show off your products or services! If you would like to share some of your products or promotional pieces to be incorporated in the luncheon menu, breaks or speaker gift bags, please let us know what the item is and how you would like us to use it, **before October 18th** by emailing Heather@vtrga.org. The venue will do its best to include them in the menu with advance notice. Be sure to organize shipment details of your product to the venue with enough time.

Accommodations:

Let us know if you are coming the night before (Tuesday, October 31st) and would like to join other VSFA members and guests that are arriving early for an informal dinner. Overnight accommodations are available at the Holiday Inn with a **special rate of \$109/night + tax**. To reserve a room, call the Holiday Inn directly by Friday, October 27th at (802) 863-6363.

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Payment: Pay with credit card on Eventbrite at vsfafall2017.eventbrite.com, over the phone at (802) 839-1930 or you can mail this document & a check made out to VSFA to 148 State Street, Montpelier, VT 05602

QUESTIONS? Contact VSFA Staff at (802) 839—1930

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